

# THESE ARE NOT SALE PRICES

But our regular every day prices; but we ask you to compare them carefully with the so-called sale prices of other concerns. We do not believe any one can or will put on a genuine January Sale with market conditions as they are. Would the farmer sell his wheat in his bins for 69c in January when everything pointed to \$1.50 wheat for February?

We never have nor never will conduct a fake sale; every article sold out of our store will be sold as cheaply as we can afford to sell it, but every sale must show a profit or we can not stay in business. We never have nor never will mark merchandise up so we can mark it down again.

Compare Our Regular Prices with other so-called Sale Prices and Draw Your Own Conclusions.

<b>Notions.</b> 25c Patterns Emb. Edgings ..... <b>5c</b> Fisheye Pearl Buttons, per card ..... <b>5c</b> Why pay 7c? Safety Pins, all sizes, per card ..... <b>5c</b> Why pay 6c? Coats Thread, Our price ..... <b>5c</b> Why pay 6c? R. M. C. Emb. Cotton, per ball ..... <b>10c</b> Why pay 12c?	<b>Crash Towelling.</b> _____ 16-inch Pure Linen and fair weight. Our price <b>15c</b> _____ Why pay 15 3-4c?	<b>Ladies' Night Gowns.</b> _____ Ladies' Heavy Outing Flannel Night Gowns. Our price <b>75c</b> _____ Why pay 97c?	<b>Ladies' Union Suits.</b> _____ Ankle length and long sleeve. Our price <b>80c</b> _____ Why pay \$1.47?	<b>Men's Wool Sox.</b> _____ Good heavy sheep gray. Our price <b>35c</b> _____ Why pay 37c?
<b>Marquisettes.</b> _____ White and cream for your curtains. Our price <b>25c</b> yd. _____ Why pay 27c?	<b>Bed Spreads.</b> _____ Scalloped and cut corners. Our price <b>\$1.65</b> _____ Why pay \$1.98?	<b>Overalls.</b> _____ Men's Bib Overalls, Steifels Deming. Our price <b>\$1.00</b> _____ Why pay \$1.47?	<b>Curtain Scrims.</b> _____ Colors white, cream and fancy borders. Our price <b>12c</b> _____ Why pay 14c?	<b>Mercerized Table Damask.</b> _____ Good assortment of patterns. Our price <b>40c to 60c</b> _____ Why pay 67c?
<b>Men's Shirts.</b> _____ Men's Flannelette Shirts. Our price <b>75c</b> _____ Why pay 87c?	<b>Men's U. S. Army Shoes.</b> _____ Munson last, chrome tan, oak soles. Our price <b>\$4.00</b> _____ Why pay \$5.39?	<b>Men's Havana Brown Shoes.</b> _____ Dress Shoe, Neolin sole. Our price <b>\$4.50</b> _____ Why pay \$4.95?	<b>Men's English Last Shoes.</b> _____ Gun Metal, blind eyelets, a stylish shoe. Our price <b>\$4.25</b> _____ Why pay \$4.95?	<b>Ladies' Shoes.</b> _____ Odd lot of Ladies' lace or button shoes. Our price <b>\$2.25</b> _____ Why pay \$2.98?
<b>Baby's Shoes.</b> _____ Hand turn with lift on heel. Our price <b>80c</b> _____ Why pay 98c?	<b>Girls' School Shoes.</b> _____ Heavy Gun Metal, button only. Our price <b>\$2.25</b> _____ Why pay \$2.45?	<b>Girls' Dress Shoes.</b> _____ The famous Tess and Ted line. Our price <b>\$2.55</b> _____ Why pay \$2.95?	<b>Men's Heavy Work Shoes.</b> _____ Blucher cut, solid oak sole. Our price <b>\$2.25</b> _____ Why pay \$2.98?	<b>Ladies' Dress Shoes.</b> _____ All 9-inch boots in Havana brown, black Kid, black and white comb. Our price <b>\$5.00</b> _____ Why pay \$5.98?
<b>Ladies' Rubbers.</b> _____ Ball Band, <b>80c</b> Not to be compared with any cheap rubber.	<b>Men's Rubbers.</b> _____ Ball Band, <b>\$1.15</b> More days' wear per dollar than any cheaper rubber.	<b>Boys' Arctics.</b> _____ We carry only the Ball Band. Once a Ball Band customer always a Ball Band customer.	<b>Misses' Rubbers.</b> _____ Sold out of Ball Band, have only a cheaper rubber for Misses. Our price <b>63c</b>	<b>Men's Work Shirts.</b> _____ Good full made shirts of heavy Chambray. Our price <b>65c</b> _____ Why pay 69c?

1000 Other Items That We Can Save You Money on if You Will Give Us the Chance

## CUSHING & BENEDICT

WHERE YOU DO THE BEST

ALMA

MICHIGAN